


# TO *Business*

 **Toronto** Economic Development

*...speaking with the business community*

July/2006

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### 1. Senior business leaders advise on economic competitiveness

A Committee has been struck to advise the Mayor and Council on economic growth. The Mayor's Advisory Committee on Economic Competitiveness will focus on defining strategies for creating high quality jobs, attracting investment and fostering partnerships to sustain a vibrant economy. Mayor Miller will co-chair the Committee with a member of Toronto's business community. One of the Committee's first tasks will be to establish benchmarks to measure Toronto's success in enhancing the city's business climate. The Committee, in conjunction with broad stakeholder participation, will also assist in updating the City's current economic development strategy. Members of the Committee include some of Toronto's most influential business leaders.

  
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### 2. Building a great city website launched

Toronto has launched a new website [www.toronto.ca/greatcity](http://www.toronto.ca/greatcity) aimed at defining Council's progress in meeting its priorities. The site includes an e-mail link to allow the public to share stories of progress in their communities and business districts.

  
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### 3. Green Roofs initiative

Toronto Council has approved an application process for a Green Roof incentive pilot program. Administered by Toronto Water, the two-year pilot program will offer grants of up to \$20,000 as incentive for property owners to plant vegetation on roof tops. Toronto would like to see construction of a variety of green roof types on a range of buildings from industrial to single-family residential. This program will showcase different green roof technologies and planting styles.

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### 4. You build this City!

"The tremendous contributions of Toronto's business community and the resources and skills associated with it are helping to build a city of practically infinite possibilities," said Mayor Miller. "Toronto is already Ontario's and Canada's financial capital, but innovation and creativity are fueling our growing global reputation for business excellence and discovery."

Over the past few months, a local awareness 'thank you' campaign aimed at Toronto's business community was launched. Ads profiling local Toronto business representatives have been featured in the business section of the Toronto Star and the front section of the Globe and Mail since May.

Four unique transit shelter posters were designed and placed throughout the city for the month of June. Some of Toronto's top radio stations - 104.5 CHUM FM; 680 NEWS; CLASSICAL 96; EZ ROCK 97.3; CFRB 1010 - ran ads for four weeks starting in May, running until July 14. During the week of July 3, five lucky CHFI listeners won two tickets to see one of Toronto's premier plays. For more information on the campaign check out [www.toronto.ca/unlimited](http://www.toronto.ca/unlimited).

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### 5. Toronto promotes investment in the Big Apple

Toronto has seized the opportunity presented by the American Business Awards to sell Toronto business advantages to American business leaders. As lead sponsor for the awards that were presented in New York City on June 12th, Toronto outfitted the host Marriott Marquis hotel with gigantic 12 foot high billboards pitching Toronto's unlimited Value, Talent and Excitement. Each of the 700 business leaders in attendance received a Toronto-branded Barenaked Ladies CD and printed material elaborating on the message that Toronto offers unlimited business opportunities.

The Awards show MC Ali Velschi, a former anchor for Toronto-based Business Television and currently a highly respected commentator for CNN, spoke glowingly of Toronto noting that he is happy to have spent many years in Toronto. "You should all be doing business there!" he urged the audience. Glen Grunwald, the Chairman of Toronto's Board of Trade then spoke to the audience introducing himself as a 'proud Chicago boy' who came to Toronto and fell in love with the city. Glen described a few of Toronto's unbeatable business advantages and encouraged the audience to explore Toronto first-hand. The Awards were webcast to an audience estimated at 20,000 and Toronto's Unlimited Brand continues to be displayed on the ABA website which receives 3 million visitors a month.

On the day of the Awards the business section of the New York Times ran an ad promoting Toronto's unlimited business opportunities.

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## 6. \$50 million Toronto / Chongqing contracts

Mayor David Miller of Toronto and Mayor Wang Hongju of Chongqing met recently in Toronto to celebrate the 20-year partnership between the two cities. In addition to high-level meetings between the two Mayors, this official visit signaled several major business partnerships. Contracts estimated at \$50 million (Cdn) were signed between three Chongqing and three Toronto companies.

Chongqing Boao Industrial Company is joining with Canadian Meridian Company in establishing a joint venture representing a \$17 million investment. Toronto's Export and Import Trade Centre of Canada and USA Ltd. signed a \$16 million sales contract with Chongqing Polycomp International Corp (CPIC). Canada Nortel Networks Corp. and Chongqing Unicom signed a \$17 million letter of intent to collaborate.

"This investment is a highly rewarding example of joint ventures that can be developed through Partner City relationships," noted Deputy Mayor Sandra Bussin who represented Toronto at the Asia Pacific Summit in Chongqing last October. "The signing of these contracts underscores the tangible business advantages resulting from this long-standing relationship," she added.

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## 7. Toronto architect awarded gold medal

The Royal Architectural Institute of Canada has awarded its highest award, the Gold Medal for Architecture to Toronto architect Bruce Kuwabara.

Commenting on the award, Canadian Architect editor Ian Chodikoff stated "Awarding him the Gold medal should be seen as a testament to his leadership both in the architectural profession and the communities he influences.

Kuwabara co-founded the Toronto firm Kuwabara Payne McKenna Blumberg Architects (KPMB) in 1987 with Thomas Payne, Marianne McKenna and Shirley Blumberg.

Recent KPMB projects include the Canadian Embassy in Berlin and the much-heralded National Ballet School in Toronto designed in conjunction with Goldsmith Borgal & Company architects. Commenting on the City where he chose to build his practise, Mr. Kuwabara notes "Toronto has a high density of solid and serious practitioners. It has a concentration of designers that have made the last 10 years really interesting."

In one of the more telling congratulations on winning the prestigious Gold medal for lifetime achievement in architecture a former client Gluskin Sheff has taken a full-page advertisement in an industry publication stating: No wonder we never leave work. Bruce Kuwabara designed our offices.

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## 8. Website targets BIA needs

A new site devoted specifically to the unique needs of Toronto's Business Improvement Areas (BIA) has been launched.

Through [www.toronto.ca/bia](http://www.toronto.ca/bia) users can access information on how to create a BIA - an association of local business people and property owners working together to enhance the business area. It also provides a profile and map of each BIA, information on administrative and financial support provided to BIAs and the City's BIA Operating Handbook - a resource to help BIAs manage their day-to-day affairs.

#### 9. Expo 2015 could bring 143,000 jobs to Toronto

In May 2006, Toronto City Council voted overwhelmingly to mount a bid to host a major World Expo in 2015.

"The World Expo 2015 is a tremendous opportunity not only for Toronto but for Canada, Ontario and the GTA as well. It will accelerate revitalization of our waterfront and create legacies during the bid as well as after the world's fair in the areas of arts, infrastructure and community amenities," said Toronto Mayor David Miller.

An economic feasibility report prepared by PricewaterhouseCoopers LLP projected that the World Expo would generate \$8.1 billion in GDP and create 143,000 jobs in Toronto. More than 40 million visits are expected over 6 months, with half coming from outside of Canada. The next step is to seek approval from the provincial and federal governments and have the Federal government submit a letter by November 1st, 2006 to the Bureau International des Expositions (BIE) to officially enter the bid process. For more information, visit [www.tedco.ca/2015expo](http://www.tedco.ca/2015expo)

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#### 10. Toronto Drowsy production a Broadway hit

Broadway's latest hit, *The Drowsy Chaperone*, was produced in Toronto in 1998 as a wedding present for its star Bob Martin. The show received 13 Tony Award nominations the most of any production this season and one for every category in which it was eligible. It is the first musical by a Canadian to make it to Broadway in 25 years. *Drowsy* has been selected Best Musical by the New York Drama critics and won a total of 5 Tony Awards.

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#### 11. Seeking business opportunities in India

Provincial Minister of Economic Development and Trade Joseph Cordiano recently opened an Ontario International Marketing Office in New Delhi. The opening coincided with a GTMA- organized business delegation to India in which the City of Toronto participated. The delegation introduced local ICT businesses to their Indian counterparts and promoted Toronto investment opportunities with Indian companies.

India represents a particularly large potential market for Toronto ICT businesses. It provides additional opportunities for design and engineering companies, builders, as well as energy and environmental products. The Indian government is focused on creating an environment favourable to business growth and investment.

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#### 12. Help make Scotiabank Nuit Blanche a Toronto success

From sunset on Saturday September 30th to sunrise on Sunday October 1st Scotiabank Nuit Blanche offers a unique way to explore Toronto's unlimited creativity through public art commissions, all-night exhibitions, live performances and other creative programs. Hundreds of museums, galleries institutions and unique spaces will host free all-night art programs. Three temporary exhibition sites at Bloor-Yorkville, McCaul- Dundas and Queen Street West will feature 30 commissioned public art installations. Sponsorship opportunities range from \$7,500 to \$50,000. To explore Nuit Blanche sponsorship contact Michael Brown [Mbrown3@toronto.ca](mailto:Mbrown3@toronto.ca), or at 416-395-

7347.


  
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### 13. Leading the pack in cost competitiveness

Toronto provides exceptional value to business investment with overall business costs 3.5 percentage points lower than most large American cities. This impressive result comes from Competitive Alternatives: KPMG's Guide to International Business Costs, 2006 edition. The comprehensive study of location-sensitive costs compares 128 cities in North America, Europe and Asia-Pacific, using the U.S. average as the study benchmark. Toronto flexes its competitive muscle. For detailed information and data visit [www.toronto.ca/invest-in-toronto/business\\_costs.htm](http://www.toronto.ca/invest-in-toronto/business_costs.htm)


  
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### 14. Enthusiastic Toronto Film Board bullish on promoting Toronto

Toronto's Film Board and its three working groups -Marketing and Promotion; Strategic Infrastructure; Domestic Development have been hard at work sharing information and devising strategies to strengthen the film industry in Toronto. Through a comprehensive planning process, the Board considered a wide range of actions and in the end, decided to focus on four priorities and three special projects for 2006-7. The approved priorities are to:

- Develop a strategy for building and retaining a sustainable film industry infrastructure within Toronto;
- Enhance the key promises promoted through Toronto's film brand and develop an aggressive marketing strategy to consistently reinforce these messages;
- Explore and advocate for new funding models to support development, production and distribution;
- Identify priority policy issues that affect production in Toronto and create an aggressive advocacy strategy to communicate and address these issues.

During 2006-2007 the board will begin to tackle the following projects:

- Create a star system to promote local talent;
- Strengthen local film festivals;
- Encourage intergovernmental coordination.

The time-proven adage of "ask busy people when you need something meaningful accomplished" certainly applies to the Film Board and its working groups. "All members have somehow found time in daunting schedules to share ideas, experiences and to support the goal of building a stronger film, television and commercial production industry for Toronto" noted Karen Thorne-Stone Toronto's Film Commissioner.


  
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### 15. Strategy to rank Toronto among world's top 5 places for ICT

ICT Toronto, a newly formed multi-stakeholder reference group supported by the City of Toronto, has released a ground-breaking strategy that will assist in strengthening the Toronto region's position as a leading Information and Communication Technology (ICT) centre.

"This strategy will reinvigorate the industry in Toronto and help us remain at the forefront of leading -edge technology and investment," said Mayor David Miller at the public release of the document before 200 ICT industry stakeholders.



The 110 page strategy, which focuses on making Toronto one of the world's 5 most innovative, creative and productive locations for ICT research, education business and investment by 2011, is a joint effort by 40 representatives from ICT businesses, education institutions and governments across the Toronto region. The Toronto ICT sector is presently the largest in Canada, the third largest in North America and is one of the region's largest private sector employers with 3,300 firms and 148,000 employees.

In supporting the growth of the Sector, the Strategy has established four goals: Increase collaboration among ICT stakeholders; Increase the sector's profile within Canada and abroad; Increase the competitiveness of the sector; Retain and attract ICT business in the region. ICT Toronto will play a key role in implementing the strategy by serving as an advisory group and 'think tank'.

"We need to work together to market ourselves internationally and improve the long-term competitiveness of our sector" said, Frank Mau, President Alexander Consultants and an ICT Committee member. Copies of the ICT Toronto strategy are available at: [www.toronto.ca/business](http://www.toronto.ca/business)

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#### **16. BOT Youth One campaign**

Toronto's 10,000 member Board of Trade incorporating the North York and Scarborough Chambers of Commerce, has launched a campaign to create 1,000 jobs, apprenticeships or training opportunities for young people in Toronto priority neighbourhoods as defined by the City's Community safety Plan.

"Youth violence is a complex issue but we all know that an important contributing factor is the lack of economic opportunity in some neighbourhoods," said Glen Grunwald, President and CEO of the Board of Trade.

Through the Youth One Campaign, the Board will Toronto businesses to create 1,000 opportunities by September 1st. The Board is working with City of Toronto to connect businesses that can offer opportunities to young people. Participating businesses can call the Toronto Employer Hotline at 416-397-JOBS(5627).

"This is an important initiative and I'm glad to see the business community responding to my challenge to work with the City to find solutions to the problem of youth violence," said Mayor David Miller.

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#### **17. SAS headquarters - Toronto's first LEED commercial building**

SAS Canada, a subsidiary of SAS, the world's largest privately held software company, has opened a new corporate headquarters at 280 King Street East in Toronto. The new building is Toronto's first LEED (Leadership in Energy and Environmental Design) registered commercial building. LEED recognizes projects that demonstrate commitment to environmental sustainability and energy efficiency.

"The City of Toronto is proud that SAS Canada has invested its future here and shown world leadership by supporting initiatives like the LEED program," said Mayor David Miller. Demonstrating the contributions regularly made by businesses to build a city of unlimited potential, SAS Canada President Carl Farrell is investing \$45,000.00 over three years towards restoration and enhancement of David Crombie Park and Parliament Field.

  
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#### **18. \$12 million expected from World Dragon Boat Championships**

Over 3,000 competitors from 20 countries will compete in the World Dragon Boat Club Crew Championships from August 8-13, at Toronto's new \$23 Million Western Beaches Watercourse.

Previous host cities for the championship include Berlin, Cape Town and Rome. The Toronto region is one of the largest centres in the world for Dragon boat racing with over 10,000 participants competing throughout the year. It is anticipated the event will inject \$12 million in direct spending into the Toronto area. For more information or team registration, visit: [www.2006ccwc.com](http://www.2006ccwc.com)

  
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#### **19. Aids 2006 conference expected to generate \$30-\$40 million in direct spending**

The world's largest International Aids Conference AIDS 2006, will be held in Toronto August 13-18, 2006. Toronto is the third Canadian city to host the International AIDS Conference. It was held in Montreal in 1986 and Vancouver in 1996.

Aids 2006 will bring together a diverse group of 20,000 people including scientists, health care providers, policy makers, Aids Service organizations, community leaders and people living with HIV / AIDS to share current knowledge

With an estimated 3,500 international journalists in attendance, it is anticipated the conference will generate millions of dollars in positive media coverage for Toronto and enhance the City's role as a world leader in the medical, pharmaceutical research industry. AIDS 2006 is expected to generate \$30 to \$40 million in direct spending. For more information visit [www.aids2006.org](http://www.aids2006.org)

  
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#### **20. City looks to opportunities with Vietnam**

In February 2006, surrounded by 20 business delegates, Deputy Mayor Michael Feldman signed an agreement between the City of Toronto and Ho Chi Minh City (formerly Saigon). The agreement looks to expand understandings and linkages between the cities to foster increased trade, investment, tourism and cultural exchanges.

Delegates visited eight cities and provinces and traveled more than 1,000 kilometres from South to North Vietnam learning why Vietnam is in its final stage of accession into the WTO and on the brink of becoming the new China or India.

As an emerging economy, Vietnam still provides many challenges to investors but the opportunities abound in many sectors from financial and professional services to consumer goods and manufacturing. Toronto businesses need to consider Vietnam carefully in their long-range plans - with due diligence the potential for success is very high.

  
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#### **21. Contact us**

We are interested in your feedback. Contact us at [cknipfel@toronto.ca](mailto:cknipfel@toronto.ca) with ideas for future newsletter topics, questions about issues raised, or to add names to our distribution list.

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## 22. We are your contact at City Hall

We are here to help you. If you are looking to expand or relocate, if you need assistance with city, provincial or federal agencies, contact us. We are able to put you in touch with key contacts to expedite your business plans.

Check out Toronto's comprehensive business services at [www.toronto.ca/business](http://www.toronto.ca/business).

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